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Photo Courtesy Dr R. E. Karper

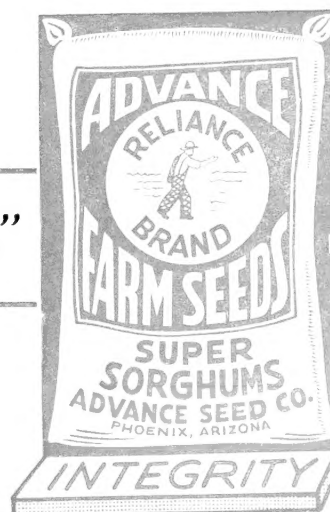
"Sweet and Low"

This dairy cow's taste tells that SWEET Sudan excels. Likewise with sheep and hogs.

The "table" was spread in this manner: Adjoining areas of Common and Sweet Sudan Grass were planted; then cattle and hogs were allowed to graze them at will. The Sweet Sudan was grazed down close to the ground, but the Common Sudan was only "nibbled" in scattered spots.

This significant test, conducted under the direction of Dr. R. E. Karper, Agronomist, Texas Agricultural Experiment Station at Lubbock, points to the great future for Sweet Sudan Grass. And suggests the logic and economy of planting this remarkable hybrid instead of the common variety.

"A Bag of Seed Marked 'Advance' Has Marked Quality"



Sorghum Specialists



LIVESTOCK THRIVE ON



This hybrid "delicacy"—with its sweet, juicy stalks and stems, and its heavy-bearing wide leaves—is "just what the livestock ordered".

SWEET SUDAN GRASS combines roughage, bulk and savory sweetness — more palatable to livestock, more profitable to feed.

ADVANCE SEED COMPANY

PHOENIX, ARIZONA



A WORD FROM EXPERIMENT STATIONS

AGRICULTURAL AUTHORITIES in many sections of the country emphasize the superiority of Sweet Sudan Grass after comparative experimental production tests.

For example, the forage yields at Iowa State College were 5.64 tons per acre against 4.00 at 12% moisture; N. Y. State College of Agriculture showed in an eight-time replicated test that Sweet Sudan out-yielded Common Sudan by a margin of 525 pounds per acre (oven dry basis); University of Maryland reports the facts that "Sweet Sudan made an excellent growth, and was quite free of leaf diseases"; "... succulent and juicy ... well adapted to this section", reports Clemson (S. C.) Agricultural College; "Sweet Sudan yielded 2½ tons per acre compared to 1.87 tons of regular Sudan," says Montana State College.

It was through the patience and untiring efforts of J. Roy Quinby, Superintendent of the Chillicothe, Texas, Experiment Station, and Dr. R. E. Karper, in charge of sorghum investigations at the Lubbock, Texas, Experi-

ment Station that we now have this very excellent Sweet Sudan Grass.

From their collaborated **Progress Report No. 834**, we quote: "Sweetness and juiciness are common characteristics of sweet sorghums and their incorporation into Sudan grass has made it more palatable to cattle as shown by planting the old and new strains on adjoining acres and allowing cattle to graze them at will. As the breeding work progressed selection was made in rows well grazed by the cattle. During the years, there were several good demonstrations of the preference that cattle had for the new sweet and juicy strain which was grazed literally into the ground while the common Sudan was grazed down only to the height of about one foot."

These two nationally-recognized Agronomists perfected Sweet Sudan through hybridization of ordinary Sudan grass with Leoti sweet sorghum, retaining the grassy characteristics while imparting the sweet and juicy succulence.

Sweet Sudan is a great grass, and is growing greater with the times!

GROWING ECONOMY

Ordinary Sudan grass has long since demonstrated its adaptability to all kinds of soils, climates and farming methods. The breeding into it of Leoti sorgho, to make it sweet and juicy, in nowise alters its prolific growth in widespread sections.

As a matter of experimentally-proved facts, this improved SWEET Sudan Grass is notably better than Common in many important respects: Sweet Sudan grows taller, bearing wider leaves and a firmer seed head; it resists foliage diseases and drought; it remains green several weeks after Common has turned; it has a savory succulence that is irresistible to cattle, sheep and hogs ...

... **SWEET SUDAN** has indeed been called the marvelous new grass with **more** of the "more-for-your-money" features in it for pasture and forage than has greeted American livestock feeders in many a moon.

The Advance Seed Company handles all three qualities of Sweet Sudan Seeds: **Uncertified**, which makes good pasture; **Certified**, which is recommended to produce seed crops; **Registered**, from which the Certified may be grown the next year.



This stand of young Sweet Sudan Grass, grown for Advance on an acreage near Phoenix, shows the heavy, bushy foliage which is a growth-characteristic of this new variety. And, "from the standpoint of the animal," said J. Roy Quinby, "Sweet Sudan is 'all this, and heaven, too.'"

ADVANCE POLICY

No firm can lead and prosper unless it renders specific services of value to its customers.

Recognizing this maxim to be basically sound in principle and profitable in practice, the Advance Seed Company continuously studies trends, and bases its operations of Product Development, Marketing and Merchandising upon the progressive march of the times.

It is our fundamental belief that in specialization we find our greatest opportunity to serve. It is not possible to

be "all things to all people". So we stick to sorghums. The planter must know why to buy and how to use sorghum seeds. The Seed Merchant must know these two things plus how to sell sorghum seeds. We must know these three things plus how best to serve Seed Merchants and their customers.

You can count on us always to keep you reliably informed on the progress of sorghums — the rapidly expanding specialized seed field.

ADVANCE SEED COMPANY

PHOENIX, ARIZONA

Sorghum Specialists

A MESSAGE OF TIMELY IMPORTANCE ABOUT THE NEW SWEET SUDAN GRASS

Sweet Sudan Grass has the grassy character of Common Sudan plus juicy sweetness that livestock wants. Sweet Sudan grows taller than Common Sudan, has more and wider leaves, non-shattering seed head, and is resistant to drought and disease.

The specific advantages of SWEET SUDAN are numerous: (1) Cattle, sheep and hogs relish it; (2) Its abundance of sucrose (sugar) promotes faster, better growth of young stock; (3) It remains green and growing to furnish green grazing several weeks later in the fall than does Common Sudan; (4) Sweet Sudan produces more seed and a better quality forage than Common.

Dairy farmers, beef cattlemen, lamb and wool growers, and hog raisers note the quick, sure results of feeding SWEET Sudan Grass—which spells **production economy!**

The few cents differential in seed price compared to Common Sudan fades into nothingness when the multiple gains of SWEET SUDAN are considered.

Experiment Station tests prove SWEET SUDAN'S superiority: The great Agronomists—Dr. R. E. Karper, in charge of sorghum investigations, Texas Agricultural Experiment Station at Lubbock, and J. Roy

Quinby, Superintendent of the Chillicothe Experiment Station, who are the “fathers” of Sweet Sudan—sum up their findings, which have extended over a period of eight years, thus: “Sudan Grass, which arrived in the New World to find a much more glorious place than it ever had achieved in its native land, has now an offspring that is even better than itself and is expected to achieve even greater things. Livestock show a decided preference for SWEET SUDAN GRASS”.

Other Experiment Station Agronomists—in Iowa, South Carolina, New York, Montana, Maryland, for example—have also proved in comparative tests the sheer superiority, in yield and quality, of Sweet Sudan over the common variety. The geographical spread is gathering rapid momentum.

Seed Merchants who fail to take advantage of the greater sales possibilities of SWEET SUDAN SEED, which are multiplying by the day, are losing sight of a trend that is becoming nationwide.

There are three qualities of Sweet Sudan Seeds: **Uncertified**, which makes good pasture; **Certified**, which is recommended to produce seed crops; **Registered**, from which the certified may be grown the next year. The Advance Seed Company handles all three qualities.

Correspondence relative to your particular requirements will command our prompt attention. Write us today.

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